

ABSTRACT OF THE DISCLOSURE

Methods and apparatus for interactive digital service networks are shown which provide Background Commercials with regular programs to receivers which allow the end user viewer to select whether to view the Background Commercials and the format for viewing. Background Commercial Viewing Data is stored and returned to the service operator for interactively updating viewing records. Incentives may be provided to the end user based upon their viewing habits. Multiple types of receivers are described for use with the system.